

**California Children and Families First
State Commission Meeting Minutes**

**Thursday, November 18, 1999
Riverside County Administrative Center
Board Chambers - 14th Floor
4080 Lemon Street
Riverside, California**

I. Call to Order

The meeting was called to order at 9:40 a.m.

II. Welcome and Introduction of California Children and Families Commission

Chair Reiner thanked the Riverside County Commission for providing the meeting facilities, welcomed everyone, and invited those in the audience interested in being on the mailing list to sign in.

III. Roll Call

Commission members present: Rob Reiner, Chair; Kim Belshe; Sandra Gutierrez; Susan Lacey; Patty Siegel; and Louis Vismara.

Ex Officio Commissioners present: Ed Melia.

IV. Approval of Minutes

Chair Reiner noted a delay in obtaining the Minutes of the October 21, 1999 meeting in Santa Barbara, and recommended voting on the 10/21/99 Minutes along with the minutes from today's meeting at the next meeting.

V. Reports from Local County Commissions (Riverside and San Bernardino)

Chair Reiner then asked the Riverside representative to report.

Riverside

Mr. Buster, Riverside County Supervisor and Commission Chair -- stated that their Riverside Commission is comprised of key county staff and leading community members in the health and child care fields to deal with social services, mental and public health, and the hospital. Their Commission has appointed a 12-member advisory committee which has held forums all across the county, with its Chair, John Tavaglione, being present at the meeting.

Mr. Buster stated that since the Prop 10 initiative failed by a 56 percent margin, there are noises that some think the Commission should return the money due to it piling onto cigarette smokers. He stated that he is encouraged to see results of valid and large long-term studies, such as the AD Sesarian project. He also stated that the repeal initiative is on the March 7th ballot and there are only 3 months to impart effective programs. Mr. Buster stated that Riverside County could use the Commission's support, funding and technical expertise, and volunteered the services of the County to other commissions regarding spending these funds productively. Mr. Buster then introduced Mr. Tavaglione.

Mr. Tavaglione thanked the Commission, and stated that they are 150 percent behind the Prop 10 effort. Mr. Tavaglione stated that to ensure that our kids receive a positive future is to ensure their health, and again emphasized the County's support of the Commission's efforts regarding Prop 10.

Mr. Buster then introduced other Commission members, some of which were present at the meeting: Ken Cohen, Director, Health Services Agency; Dr. Gary Feldman, Public Health Director; Dr. David Long, Riverside County School Superintendent; Dennis Boyle, Director of Public Social Services; and John Ryan, Director of Mental Health. Mr. Buster stated that their Children's Center founder, Connie Beasley, commented that she has seen that the young children over the last generation are very different with serious problems. Mr. Buster then introduced Jan Peterson from their county-wide Child Care Consortium and Gayle Hoxter from the Ramona Visiting Nurses Association.

Ms. Gayle Hoxter expressed her delight in being a part of the Riverside County Commission, which is trying to be the "Can-Do County." Ms. Hoxter then began stating their progress since November of 1998, when in January of 1999 the Riverside County Board of Supervisors formed a local commission for the ordinance of 784, which was amended in September of 1999. At their first meeting in March of 1999, an oath for 9 commission members was administered, a chairman and co-chair were elected -- Supervisor Bob Buster and Dr. David Long from the Riverside County Office of Education -- and, an advisory counsel of 11 members county-wide was established to look at and obtain input from the community, and to advise the Commission. As well, a subcommittee for the strategic plan was established.

Ms. Hoxter stated that meetings would consist of a presentation regarding children zero to five, with the first meeting in April of 1999 regarding brain development. In May of 1999 the Commission looked at county demographics, statistical information data, a potential advisory panel, and the RFP process and strategic plans. The June 1999 meeting focused on child care issues, demographic and statistical information, and made the RFP selection for the strategic plan. In July of 1999 a strategic plan subcommittee was formed, and the first advisory board committee meeting and state teleconference were held. In August of 1999 a joint commission advisory committee meeting was held, and open forums in 8 locations were held regarding community needs. In September of 1999 published state guidelines were followed, and support services for Commission staff were contracted. In October of 1999 a presentation regarding the County Mental Health Department on the drug and alcohol aspect of children zero to five was held, the strategic planning conference was set, the annual audit and report to the State was submitted, and the Commission received their first allocation. Ms. Hoxter stated that for the month of November a 3-day strategic plan event was held, the State Committee meeting is scheduled for today, and a review of their mission in vision statement will be at their meeting next week.

Ms. Hoxter then stated their goals for December is to include a presentation of key components of their strategic plan. Ms. Hoxter stated that Riverside is a diverse yet cohesive county, with health care issues, large numbers of births from Hispanic families, teen births which are above the State average, a large number of drug and alcohol births, a lack of child care availability, 75 percent parental commutes to work, and is the lowest in the State regarding productivity, including a higher unemployment rate and a lower economic base, which adds up to providing more services with less support. Ms. Hoxter then introduced Jan Peterson.

Ms. Jan Peterson thanked Ms. Hoxter and stated that through the strategic planning process they have identified a number of strengths and weaknesses from which to develop plans to build. Some of the County's strengths include cohesiveness and commonality, allowing for a consensus regarding issues and the abilities to address them. However, the County's weaknesses include several areas, including teen births, which are over 3 percent higher than the State average annually, drug and substance abuse issues, child care issues, a lack of child immunization, a critical need for parent education in literacy programs due to a very large migrant and Hispanic population, as well as transportation issues as a result of the over 7,500 square miles of high mountain, rural and agricultural areas, which comprise the Riverside County.

Ms. Peterson stated the County has looked into funding innovative programs, such as a mobile service, as well as sustaining proven programs, and leveraging additional funding matching the Prop 10 funding. At this point, the County has not determined a percentage to match the funding, and will utilize available resources in leveraging Prop 10 monies.

Ms. Peterson reiterated the County's 5 major areas for the Prop 10 monies -- child care, information and referral services throughout the County, health care services, parent education and literacy programs, and the creation of a master plan. She stated the desire to allocate a small portion of the funding to the development of a plan to perpetuate established programs and utilize newly-obtained information.

Ms. Hoxter stated that through surveys the County identified matching funds, program evaluation methods, business partners and consumers outreach as efforts to meet the area's needs. Through open forums the County discovered families' needs for communication via the media. The County's issues are then how to communicate to the consumer, the parent, other business organizations, and CBO's. Ms. Hoxter stated the County's need for financial support and resource materials, including multi-lingual communications.

Chair Reiner thanked Ms. Hoxter and Ms. Peterson, and asked about possibilities for matching funds.

Ms. Peterson responded by stating that a two-to-one ratio formula has been discussed informally, and that the County is working closely with public and private agencies and organizations regarding determining a formula, as well as the availability of funding from different categories.

San Bernardino

Chair Reiner deferred to the San Bernardino representative.

Ms. Anne Davis-Schultz with the Redlands Unified School District and Commission member -- greeted the Commission, and stated that the 7-member Commission has held 11 meetings to date, not including community forums. Ms. Davis-Schultz stated the County's meetings are held at the San Bernardino County Government Center on Arrowhead on the 5th Floor, with the first meeting held in March of 1999, and the most recent on November 5th.

Ms. Davis-Schultz stated that San Bernardino County is the largest geographical county in the United States. The County has held 5 community forums, inviting Spanish and hearing-impaired interpreters -- May 10th for Ontario; May 13th for the valley and mountain areas; May 26th for the Yucca Valley desert area; and June 14th for Apple Valley and June 16th for Barstow desert areas. Ms. Davis-Schultz stated that what the County discovered paralleled Riverside County -- isolation and remoteness from health care, literacy, parental education, transportation, child care, home visitation programs, prenatal care, immunizations, parenting skills, and smoking cessation services. Requests for toll-free phone resources, parenting education and skills information, oral health education, nutrition and infant and young children care, cultural and ethnic sensitive-delivery prenatal programs were also expressed by these communities.

Ms. Davis-Schultz stated that in September of 1999 a Commission subcommittee was formed to identify existing resources for prenatal to 5 year-old children in the County. The Commission is receiving assistance from universities to develop a master compendium of resources for the strategic plan. Mr. Tom Pendergrass, Director of Public Health and Vice Chair of the County Commission, is leading the subcommittee in these efforts. Ms. Davis-Schultz stated that no advisory committees at this time have been formed. They are expecting the position of executive director in mid-December to join the Commission and assist in establishing key advisory groups. Ms. Davis-Schultz stated that part-time County employee, Carol Berkhead, Deputy Director for Human Resources, has been a great asset in support for the staff.

Chair Reiner asked if there was a time-line regarding adopting a strategic plan, and the Statewide meeting will be held on Monday.

Ms. Davis-Schultz stated there is no time-line, and that half of the Commission members will be attending the Statewide meeting on Monday.

VI. Chairman's Report

Chair Reiner stated that the Abecedaria report Supervisor Buster mentioned is from North Carolina by Phil and Craig Ramey, and is a detailed, comprehensive, longitudinal study taking place over 21 years. The study conclusively states that doing the right things for children from birth to kindergarten means higher IQ's, lower drop-out rates, lower teen pregnancy rates, lower drug abuse, welfare dependency, a lower crime rate, and a higher rate of success as adults. The recent David Olds 20-year study included home visitation, which San Bernardino County mentioned. Chair Reiner indicated that the first step in reaching these goals is counties coming together as a community and making a concerted effort to communicate the existence of and access to programs.

Chair Reiner stated that the State Commission intends to assist counties with strategies in order to accomplish these goals, and Kristina Parham -- the State's Communications Director -- will later report regarding plans for state-level and county-by-county outreach. Chair Reiner stated that Prop 10 funds are priority number one, however are also only a small revenue stream, and the State will assist with fiscal strategies to maximize these funds. He stated that \$700 million will not solve all child care needs, but it will begin the process of the much-needed investment in early childhood, which will change our social fabric.

Chair Reiner stated the November 22nd meeting in Sacramento will be the first statewide meeting of all county commissions. The meeting will be an opportunity to meet counterparts, share strategies and effective processes. The State will discuss technical assistance. A national expert on brain growth and development in the first 5 years of a child's life will also make a presentation.

Chair Reiner congratulated Alameda County, stating it is the county to which they hold up the gold star. Chair Reiner stated Alameda County's strategic plan, entitled "Every Child Counts," is impressive and a lot can be learned from it. Alameda County immediately upon the initiative's passing obtained an allocation of \$450,000 from the County Board of Supervisors to fund programs by January 2000.

Chair Reiner stated that a logo was submitted to the State Commission, and was not approved. The logo will include three building blocks, and a new logo is being drafted for re-submission. Chair Reiner noted the importance of a slogan and logo.

Chair Reiner reported that the Commission has received \$95 million with \$31.1 in the communications account; \$15.6 in the child care account; \$15.6 million in the research account; \$9.5 in an unallocated account; and \$4.8 in the administrative account. Chair Reiner stated staff is in the process of developing both short- and long-term strategies regarding how best to utilize these funds.

Chair Reiner deferred to Jane Henderson for the Executive Director's report.

VII. Executive Director's Report

Executive Director Henderson reported that the State Commission is not endorsing any products or programs, and should anyone be approached regarding same to contact her.

Executive Director Jane Henderson stated that the next monthly disbursement for county commissions will be \$52 million, distributed to all county commissions sometime in the next week or two.

Executive Director Henderson stated that the Board of Equalization has determined that the State Commission owes \$12.6 million for the first fiscal area as a result of Prop 99, which is consistent with estimates from the Department of Finance. As a result, \$2.9 million will be allotted to the Breast Cancer Research account and \$9.7 million to the Health Education and Research account. Prop 99 was the first tobacco tax that provided for primarily research and education programs for tobacco cessation. The Prop 10 initiative contains a complex formula for determining how to offset that loss to those accounts. Executive Director Henderson stated the figures will be voted on at Monday's State Board meeting.

Executive Director Henderson stated that the Commission is working on a plan with criteria for methodology and allocation of spending State Commission monies, and the Commission recommends counties to proceed with both short- and long-range goals in the meantime. Regarding short-term plans the State is identifying programs such as media campaigns and the welcome-baby kits, which can be funded quickly through interagency agreements or other legitimate methodologies, and which don't require the Commission to bid immediately or enter into time-consuming and competitive RFP bidding processes at this time. Ms. Henderson noted the State's goal to have a 3- to 4-month short-term plan developed by the December meeting, and to begin approving funding projects by January and February, with long-term plans to follow.

Executive Director Henderson stated for the long-term, the Commission needs to identify a broad range of funding options, processes, guidelines, standards, and principals. There will be open round-table meetings with the public invited, with the first one on December 15th in Oakland regarding child care. Commission members are invited to attend. Staff is developing ongoing plans for other venues, round tables, audiences, and topics.

Executive Director Henderson stated the first statewide meeting will be held Monday, November 22nd, 1999, in response to many county commissions' desires to network and learn from other counties. Ms. Henderson stated the State's need for county commissions to inform the State as to what type of technical assistance is required.

Executive Director Henderson then deferred to Program Deputy Emily Nahat.

Program Deputy Emily Nahat thanked Executive Director Henderson and stated that the counties have expressed a desire to share progress and processes with their colleagues. Ms. Nahat then stated draft agenda items for the Monday, November 22nd meeting: a discussion regarding Prop 10 issues; the State's progress and activities; technical assistance and programming plans; an opportunity for counties to identify key issues and questions; Alameda County's Executive Director and Commission Vice Chair Mark Friedman and Helen Mandel will present their strategic plan and experiences; Rachel Lance, a communications controller, will discuss the tool she has developed to guide counties in determining funding plans and strategic plan priorities; Ron Lally will discuss early brain development questions and controversies; attorney Michael Dean and Steven Russo from Fair Political Practices will answer questions regarding the Brown Act, conflicts of interest, and county issues; Michael Bates from UC Santa Barbara and data consultant for the Santa Barbara Commission will share its strategic planning process and report card progress; Bonnie Lynn from the Santa Clara Planning Department will discuss resource mapping; Suzanne Clark will share information regarding the 8 county commissions she is working with; State Commission Associate Valerie De Garza will discuss ethnically-diverse communities' issues; Kristina Parham will address the counties' desires to both work with the community and communicate with various state holders, present a communications update and tool kit for utilization, and gather input from the counties regarding networking needs between the counties; as well as dividing counties into groups to discuss progress and processes, with experts available for consulting.

Program Deputy Nahat stated that 36 counties will be represented at the Monday, November 22nd, meeting, with 3 to 4 commission members from each county attending. Ms. Nahat stated that the meeting will be a good opportunity to dialogue with county representatives, staff, and commission members regarding concerns and support.

Chair Reiner thanked Program Deputy Emily Nahat, moved to the next Agenda item No. 7 -- the Communications Director report regarding approval of funding for advertising contracts -- and, deferred to Kristina Parham.

VIII. Communications Director's Report

Communications Director Kristina Parham acknowledged her counterpart, Nicole Kasabian, and asked if throughout the presentation anyone had any questions or input, to please let them know. Ms. Parham stated the 2 issues she will be discussing: public relations, which includes outreach to news media, stake holders, internal communications to local commissions, and advertising; and, a request for approval of those expenditures.

Communications Director Parham stated the key objective for public relations and advertising is public education, which includes what the California Children and Family Commission is and its goals, and public awareness of Prop 10 and its issues. Ms. Parham stated the Commission's intention to support county commission activities, provide communications and technical assistance, and encourage parental and local organizational involvement in determining local priorities.

Communications Director Parham stated the Commission will be conducting a comprehensive marketing campaign for Prop 10 in order to respond to counties' concerns regarding assistance in informing the public of available programs. Ms. Parham stated the Commission's ultimate goal regarding Prop 10 is its desire to educate and assist parents regarding available tools and information.

Communications Director Parham deferred to counterpart Nicole Kasabian regarding the Commission's activities.

Ms. Nicole Kasabian stated that the Commission has been very active in the last few months regarding public relations activities. The communications department assisted in the design and distribution of the strategic planning guidelines and executive summary prepared by Executive Director Jane Henderson. A successful and statewide-covered news conference was held on October 18, 1999, which the Commission should have received a report.

Communications Director Parham stated that the October 18th news conference was also an opportunity to assist local commission to generate coverage in their own market. Packages including information regarding messages, press releases, and tips regarding coverage were sent to local commissions.

Ms. Kasabian stated the view that public relations is to support county commissions, as well as the State Commission. Regular informational updates and monthly newsletters are sent to county commissions in order to keep them abreast of current events, commission meeting results, major actions, etc., which is useful if and when receiving press calls.

Ms. Kasabian stated a statewide media monitoring system has been implemented. Synopses will be sent out regularly, with the first at today's meeting. Plans are to conduct a series of 4-5 regional media events by year-end, beginning in major general and ethnic media markets. Ms. Kasabian stated that a communications strategy session with the State Commission was held this morning. A series is planned for November 23rd in Sacramento. Ms. Kasabian also stated the desire to use state commissioners with expertise in specific areas of interest as spokespersons for the media. Media interviews will be conducted while in specific locations. Ms. Kasabian stated the Riverside Press Enterprise was contacted and an interview conducted this morning. Meetings with editorial boards, educating them regarding Prop 10, its progress, as well as the Commission's accomplishments will be conducted. Ms. Kasabian stated that media representatives have been hired from Rogers & Associates, as well as in San Diego and the Bay area, to assist county commissions regionally regarding their media outreach activities.

Communications Director Parham stated that the county commissions' database is being updated.

Ms. Kasabian stated that the Monday, November 22nd, meeting will be useful in obtaining information from the county commissions for input to the database.

Ms. Kasabian stated that the media tool kit which will be introduced at the Monday, November 22nd, meeting will include tips regarding working with the media, media interviews, as well as background information, and that each county commission will receive a copy. The public relations agency will be conducting a session on the public input process regarding reaching diverse audiences and the importance of communication between different cultures. Regional county commission media training sessions will be conducted, with dates set up in Anaheim -- which include neighboring county commissions -- and, future locations in Fresno, Santa Barbara, Sacramento, San Francisco. Dates in January or February for the northern states are planned in an attempt to blanket the state with these trainings.

Ms. Kasabian stated that long-term planning includes developing a statewide 800 telephone number by January 2000, with supporting material, in both English and Spanish, and eventually Asian Pacific Islander languages. The plan will be introduced at the December meeting. In addition, utilizing community organizations for the CBO outreach regarding an education effort of Prop 10 is planned. Ms. Kasabian deferred to Communications Director Parham.

Communications Director Parham asked if anyone had any questions.

Commissioner Belshe stated that CBO and 800 telephone number were big issues and expressed her concern to make sure that planning includes who we will be partnering with and how it relates to the county commissions. She also asked how the communications department intends to inform the community and obtain input after the Monday, November 22nd meeting.

Communications Director Parham agreed with Commissioner Belshe and stated that the CBO and 800 telephone number are long-range goals, and will be bringing more information at a later date.

Commissioner Siegel stated the 800 telephone number is a great task, one that will bring an increased workload in that it will require a support staff to intercede and refer calls to their appropriate destinations, and volunteered her assistance in coordinating this effort.

Communications Director Parham stated that they are working with experts in setting up complicated 800 number networks, and the plan will hopefully address these issues.

Commissioner Siegel added that she could provide a contact at the Child Care Ameridot, which has a national 800 telephone number, as well as volunteering her experience to the effort. Ms. Siegel noted that particularly for Spanish-speaking families, recorded messages are not successful.

Chair Reiner agreed with Commissioner Siegel and stated that live contacts are very important.

Communications Director Parham stated that the hang-up rates for Spanish language recorded messages are higher than with other lines. Ms. Parham noted that these are valid concerns and that they plan to progress to more complicated programs.

Commissioner Siegel asked if they anticipate which office will be staffing the 800 telephone number, and will it be a state agency.

Communications Director Parham stated no.

Executive Director Henderson stated that as part of the contract that will be approved today the 800 telephone number will begin first by providing local Prop 10 commission phone numbers, since the majority of the phone calls at this time are regarding Prop 10. Ms. Henderson also stated that the level of detail of service that the 800 telephone number will respond to is overreaching what the Commission has in mind at this point.

Communications Director Parham agreed with Executive Director Henderson, and stated that the focus is on those two key areas and they are looking at what needs to be done with your concerns in mind. Ms. Parham stated that these are time-consuming, complex, and expensive programs, and with the assistance of

Commissioners Belshe and Siegel they will develop the best possible plan for approval, and that progress reports will be made regularly with the first being in December.

Commissioner Siegel stated that clearly identifying the problems with these programs will help address and solve them, in particular the CBO granting -- what are the issues that need to be addressed? One challenge is communicating messages consistently and effectively to the audiences. Ms. Siegel asked if that issue will be handled at the state level in partnership with county commission partners, or local commission partners. Ms. Siegel asked if county partners should be viewed as regranteeing entities, and if they can be relied upon to use their credible resources to partner with those agencies.

Communications Director Parham stated it is a complicated issue, and is one they are currently looking into. Ms. Parham asked Commissioner Belshe if there are other venues, or ways to complement current programs counties are offering, such as providing information.

Commissioner Belshe stated that complementing should be the guiding principle.

Chair Reiner stated that the intent is to be consumer-friendly, and the 800 telephone number should provide that service. In addition, there should be actual agencies in place for individuals to be referred to by the 800 telephone number personnel.

Communications Director Parham agreed with Chair Reiner, and stated that they are looking into providing such a service.

Commissioner Belshe stated that the emphasis should be on linking individuals to the resources that are already in existence, and that at this point an outline for a plan is being developed -- none of which is case in cement. Ms. Belshe stated that staff will not go forward without getting extensive input from the Commissioners.

Commissioner Vismara stated that the Commission is one of the best-kept secrets of California in terms of establishing its identity.

Communications Director Parham shifted to advertising, and stated that working within the State system and with the Commissioners' approval, two advertising agencies - Runyon, Saltzman & Einhorn and Asher & Partners -- were selected after meeting criteria with no conflicts of interest. Runyon, Saltzman & Einhorn will develop early childhood development advertising, and Asher & Partners will develop anti-tobacco education advertising. These are two 6-month contracts for \$7 million each by November 15th. Competitive RFP with approval for long-term contracts will begin at the end of these contracts. The goals are to provide resources and information regarding key issues through advertising. A certain amount of ads are being developed for buying in mid-January, phasing in more ads through the end of the contract period.

Communications Director Parham stated that not only is there a need to educate regarding Prop 10, but also regarding key subject areas. Asher & Partners will focus on the risks of smoking while pregnant and the dangers of secondhand smoke to children. Ms. Parham stated that the importance of the early years is not well-known to Californians, and believes building a base for the program and moving from there with more specific messages in advertising is a good place to start. Ms. Parham brought copies of a California Study for Health Improvement poll stating that nearly half of California parents were not aware of the importance of the first three years of brain development. Research indicates a lack of awareness, and Ms. Parham thinks this is where they should begin the advertising campaign.

Communications Director Parham stated that this will lay the foundation for future advertisements that will focus on more program area-specific messages. Focus groups and surveys, as well as Commissioner input and consensus will serve as guidelines regarding where to focus next.

Communications Director Parham stated that they will launch one of the key components of their campaign in mid-January in English and Spanish as it is the largest audience with support materials available, and phasing into the Asian Pacific Islander languages once materials and programs are in place to support it.

Communications Director Parham stated that following the aggressive timeline for mid-January the next key component will be advertising through Prop 10 for the 800 telephone number to guide the audience to existing information and available programs, localizing advertising, and using television, radio, billboards, and print. Spanish language populations through more radio.

Chair Reiner asked if bus shelters and buses were being considered.

Communications Director Parham stated that some of these non-traditional venues were considered part of the outdoor campaign of the social marketing component of public relations, partnering with the MTA in Los Angeles, for instance.

Communications Director Parham stated that when developing an ad, the focus will begin with the earlier years, moving into dealing with more literacy or child care -- building the foundation and moving from there.

Communications Director Parham stated that as part of streamlining the review and approval process with the Commissioners, if approved today, on Monday, November 22nd, the advertising agencies will submit their conceptual plans. December 3rd approval of tissues. December 9th approval of the buy schedules. December 14th creative concept approvals with key experts in the field reviewing concepts. As well, a streamline State Commissioner approval is needed on December 14th. December 16th a report regarding the progress and input and guidelines as to where to move next.

Ms. Kasabian stated that the advertising agencies will be working every holiday in the next couple of months in order to meet our deadlines, and it is important to have same-day or next-day approvals regarding these concepts.

Communications Director Parham stated that these dates are her "drop-dead" dates. If approved on December 16th, through January 8th production begins through all mediums of advertising. January 18th is a launch for news media. Ms. Parham recognized Commissioner Belshe's assistance in leveraging and obtaining free media coverage. January 19th the ad buy will begin and rotate through May 15th.

Communications Director Parham stated that the action items needed today is approval of the \$14 million expenditure for advertising, as well as discussion and approval of a streamline State Commission approval process.

Chair Reiner thanked Ms. Parham.

Commissioner Vismara asked if there was any consideration for Internet advertising.

Communications Director Parham stated that the Internet is a non-traditional form of advertising, and will follow more traditional media venues.

Commissioner Gutierrez asked for more information regarding the qualifications of the companies dealing with the media market.

Communications Director Parham stated that they have hired companies with experience in launching campaigns in both the Spanish and Asian Pacific Islander languages. Ms. Parham stated that the two companies will work with consultants with experience in similar campaigns for health and families, such as Baby Cal and the anti-tobacco campaigns.

Commissioner Belshe stated that Asher & Partners has been the State of California's prime media partner for the anti-tobacco campaign for approximately the past 4 years, forming a stop partnership with media experts and consultants dealing with the general population. Runyon, Saltzman & Einhorn brought Baby Cal, health /families and other media campaigns.

Commissioner Siegel stated that the expertise of those companies is the basis for the contracts.

Chair Reiner stated that he met and was impressed with Asher & Partners regarding their incredible anti-smoking advertising.

Executive Director Henderson stated that in the spirit of not re-inventing the wheel, building from work that has already been completed will assist in the ability to do a good job quickly.

Commissioner Gutierrez stated that it is a safeguard to have experts view products before going out.

Communications Director Parham agreed with Commissioner Gutierrez, stating the importance of these groups as part of the process.

Executive Director Henderson clarified for the Commission members that their involvement is essential in the short- and long-term processes, and in approval of the \$14 million for the two advertising contracts, which purchases well over a year's worth of work to be performed in only 6 months' time.

Chair Reiner stated that also includes the media buy.

Commissioner Siegel asked what portion is actually for the media buy.

Communications Director Parham stated approximately \$12 million. Production costs approximately \$2 million. However, that is not income for the ad agencies, which may be confusing. It includes production.

Executive Director Henderson stated that the two advertising messages will focus on anti-tobacco and the importance of early childhood, and asked if two Commission members would volunteer to participate regarding the review process on December 14th.

Communications Director Parham stated the need for a lot of time from the Commission members for the entire short-term.

Chair Reiner stated the need for the Commission members' time for not just December 14th.

Communications Director Parham asked for a subcommittee of Commissioners to be involved in the process, attending a number of meetings, presentations, giving input and approval, and reporting back to the full Commission by December 16th. From December 9th to December 14th the creative process will begin, and on December 10th presentations will be made to Dr. Henderson, Chief Deputy Director Joe Munso, and the State Commissioners. On Monday, December 13th and 14th, a stake holder review process will be set up. Ms. Parham stated that the State Commissioners would need to be available all of December -- critically on December 3rd for the first presentation, December 9th, December 13th, and December 14th -- to be prepared for January.

Frank Furtek, Supervising Attorney General -- stated that the word "approval" is in loose terms, and those volunteer Commissioners are only providing their input and expertise, not approving on behalf of the full Commission.

Chair Reiner acknowledged Mr. Furtek's statement.

Communications Director Parham acknowledged Mr. Furtek's statement.

Commissioner Lacey stated that those Commissioners not volunteering should be able to ask questions and give input on December 16th.

Communications Director Parham agreed with Commissioner Lacey, stating the need for the volunteer Commissioners to be a part of the process.

Commissioner Belshe commended Ms. Parham for her ambitious timeline and efforts of the public relations advertising campaigns, and volunteered as a Commissioner on the subcommittee for her anti-tobacco expertise.

Chair Reiner moved to vote regarding the \$14 million allocation of initial advertising campaign funds. Commissioner Lacey seconded the motion. Chair Reiner opened the floor for public comment.

Dr. Victoria Shaw, a rural Southern California pediatrician -- asked if the \$14 million will be spent on children zero to five, or whether to pay the professionals who earn it, and how the monies will be accounted for.

Chair Reiner explained that these monies are for media advertising -- to buy television time, billboards -- to advertise anti-smoking and the importance of early childhood development messages.

Dr. Shaw stated she understood what the monies were for, yet asked how much has been spent on children zero to five.

Executive Director Henderson stated that there are five separate accounts mandated by the initiative, and the State Commission to engage in social marketing activities is unique to the State Commission. Eighty percent of funds go to local commissions for programs, research and professional education. By statute, however, State Commission dollars are different than local commission dollars.

Chair Reiner agreed with Ms. Henderson.

Commissioner Gutierrez asked if there was a vote.

Chair Reiner stated there was a vote, unless additional comments.

Ms. Lupe Alonzo, Mexican American Legal Defense and Educational Fund -- asked Ms. Parham if there were special procedures to ensure a comprehensive and conclusive advertising plan to specifically and successfully outreach ethnic communities.

Communications Director Parham stated that is stipulated in the contracts, and that it is a primary goal to reach the Spanish-speaking community.

Ms. Alonzo stated she would like to be involved in the procedures.

Ex Officio Commissioner Ed Melia wished to respond to Dr. Shaw by stating that \$362 million has been allocated to local commissions for expenditure on services, and that now funds held by the State Commission are being allocated for advertising to inform the community of the Commission's efforts. The Commission's first commitment is to children, and through advertising our services, those monies are working on behalf of kids.

Commissioner Lacey stated that the term "outreach money" would probably not be heard the same way as "advertising" money, and that it is mandated in its outreach.

Chair Reiner moved to vote on the allocation of the \$14 million funding for the advertising contracts. The motion was passed.

Chair Reiner then opened the floor for discussion regarding volunteering for the anti-tobacco and the importance of early childhood development advertising campaigns Commission subcommittee.

Commissioner Gutierrez volunteered for the early childhood development subcommittee position, bringing expertise in the Spanish language.

Executive Director Henderson stated that these are not the only opportunities.

Chair Reiner agreed with Ms. Henderson, and stated other specific messages will be crafted around child and health care, early literacy and parent education.

Commissioner Siegel volunteered her time for the early childhood development piece, however, stating that she will be out of the state on December 3rd.

Communications Director Parham stated the dates will be set according to everyone's schedules.

Commissioner Siegel stated she feels compelled to participate and agrees with these outreach efforts.

Ex Officio Commissioner Ed Melia stated he would like to participate on both panels, and asked Ms. Parham if the Commissioners involved in the November 22nd creative brief approval are being asked to volunteer.

Communications Director Parham stated yes, they are, and that a special meeting will be set up on Monday, November 22nd.

Ex Officio Commissioner Melia stated he will be out of the state from December 6th through December 9th.

Communications Director Parham asked if Mr. Melia will be available via telephone and the Internet.

Chair Reiner indicated the importance that these individuals make themselves available for meetings to carefully view the process, and stated that Commissioners Siegel, Gutierrez, Melia, and Ms. Parham, and himself were available, and asked if Commissioner Belshe wanted to participate on the anti-tobacco subcommittee.

Supervising Attorney General Furtek asked Ms. Parham to make sure that if there are going to be two elements -- the anti-tobacco and early childhood development -- the Commissioners don't meet at the same time.

Chair Reiner stated there are two in each one.

Communications Director Parham stated that all four can't meet, and that these tracks much run parallel.

Chair Reiner stated he understood, and confirmed that Commissioners Siegel and Gutierrez will be on the early childhood development subcommittee, Commissioners Belshe and Melia will be on the anti-tobacco subcommittee, and that he will look at everything.

Executive Director Henderson stated that more involvement will be necessary as more specific messages are being developed.

The Commission recessed for a short break at 11:20 a.m.

The Commission reconvened at 11:30 a.m.

IX. Reorganization of the Advisory Committees

Chair Reiner deferred to Executive Director Henderson after asking if everyone had a handout.

Executive Director Henderson stated the need to receive Commission approval of the concept of reorganizing the guideline committee. Staff believes having two content-based advisory committees that make recommendations on program, research, best practices, professional education, technical assistance and content area, instead of abstractly figuring how the TA committee relates to the research committee, would combine practitioners, researchers and educators. A third committee consisting of county commission members and county commission executive directors to coordinate and communicate with the

local commissions is also proposed. Ms. Henderson stated that with the Commission's permission she would continue to solicit people to serve on these committees, with staff reporting back after the first of the year with recommendations for formal approval regarding membership, being Phase II.

Commissioner Belshe asked about the process for identifying potential candidates and informing the community of the pending advisory committee structure changes, as well as mentioning same at Monday, November 22nd's meeting.

Executive Director Henderson stated that the community is already fairly aware of the pending changes, in that she has received numerous unsolicited requests for participation, and that Monday, November 22nd's meeting would be a good opportunity to raise the topic.

Commissioner Lacey asked if the Commission is limited to two members on each committee.

Executive Director Henderson stated the Commission could have as many members on as many committees as they would like to serve.

Commissioner Siegel asked of the maximum size of these committees, and whether there will be a balance of county commissioners participating.

Executive Director Henderson stated that a reasonable size would be between 12 and 15 members, and that the county commissioners will serve on a separate committee. A balance of practitioners, educators, and family members between content areas is desired.

Commissioner Siegel stated the importance of including in terms of layout and scope the distinction between culture and linguistics regarding culturally sensitive services for child care and development, professional education retention and compensation regarding professional development, as well as parent/consumer outreach and education to be included among the child care committee issues.

Chair Reiner moved to approve the restructuring of the committee.

Commissioner Gutierrez stated she would be happy to make that motion, however, wanting to know how often committee meetings will take place in order to inform others interested in participating on the committees.

Executive Director Henderson stated that at this point it would vary, but once up and running, once a month or less.

Commissioner Gutierrez asked if it is in the Commission's bylaws that composition of advisory committees must be approved by the Commission, and whether a list needs to be made available by the Commission's next meeting.

Executive Director Henderson confirmed that in the bylaws advisory committees must be approved by the Commission. Ms. Henderson acknowledged that all have many other priorities at this point, and that there is not a rush on this issue, but by the first of the year would be acceptable.

Ex Officio Commission Melia stated his appreciation of Ms. Henderson's efforts to restructure the technical advisory committee, but feels that integrating a system of services that makes sense to consumers needs specific attention. Mr. Melia expressed his intention that it is not a criticism, but his underlying emphasis on current system development issues.

Executive Director Henderson stated that integrating a system of services falls under systems improvement, requiring heavy-duty staffing, which is not available at this time. Ms. Henderson stated the need to be prepared regarding the advisory committees when it is time to move forward.

Commissioner Gutierrez moved to approve the plan for reorganization of the advisory committees. Commissioner Lacey seconded the motion.

Chair Reiner opened the floor for public discussion.

Ms. Elaine Ong with the Commission of the Status of Women and member of the Commission's Technical Assistance Advisory Committee -- stated in terms of restructuring, considering the concept of integrating child care, family support, and health care issues. Ms. Ong expressed her appreciation of serving on behalf of the Commission, as well as Ms. Henderson's efforts in restructuring the committees.

Chair Reiner moved to vote to approve restructuring of the advisory committees. The motion was passed. Chair Reiner confirmed with Ms. Henderson that recommendations will be presented at a subsequent meeting.

X. Funding for Technical Assistance to County Commissions

Chair Reiner deferred to Executive Director Henderson.

Executive Director Henderson stated that the following issue is not one that requires a formal vote, only direction to staff, since there is not a need for allocation of State Commission dollars. Ms. Henderson stated there is a high degree of county commission level need for just-in-time technical assistance -- as described by Ms. Nahat -- regarding the various phases each commission is involved in. Currently, that phase is strategic planning. Some county commissions have moved forward quickly. Others are in need of process assistance, such as designing a strategic plan, developing an RFP, best practices, and the types of successful programs that achieve outcomes. County commissions are in need of facilitators or consultants to assist them in these areas. Ms. Henderson stated they have been meeting with two foundations, primarily Packard Foundation and California Endowment, both with boards in favor of Prop 10 and interest in supporting technical assistance at the local level. Ms. Henderson stated that a plan was developed for these foundations to contribute funding to the technical assistance project, as well as an agency for the county commissions to go for assistance in order to better spend the \$8 million for strategic planning.

Executive Director Henderson stated that with the intermediary assistance of the California Center for Health Improvement and spending approximately \$1.6 million, a team of consultants with broad expertise in strategic planning and troubleshooting will be available to serve in a variety of capacities, such as co-chair or acting executive director of the county commissions as needed. In addition, these consultants will assist in developing a clearing house of materials, including consultant lists, model strategic plans, draft RFP's, conflict of interest guidelines, best practices information, as well as providing hands-on technical assistance throughout each county.

Executive Director Henderson stated the intent is to launch this project by the Monday, November 22nd meeting. Six consultants from the team will be in attendance at the meeting. Ultimately, 25 to 30 consultants will be available to assist the county commissions on an as-needed basis. Ms. Henderson stated that at this time, the \$1.6 million should be enough to go through the strategic planning phase. And, since there is no funding involved, Ms. Henderson is seeking the Commission's general approval.

Chair Reiner asked if Ms. Henderson meant their "blessings."

Executive Director Henderson agreed with Chair Reiner, and would be happy to answer any questions.

Commissioner Belshe asked if all counties will have the opportunity to use this resource, and if so, on what basis will it be determined regarding who has access. In addition, Ms. Belshe stated that \$1.6 million is quite generous of the foundations to contribute, in addition to the over \$8 million in technical assistance funds from the State. Ms. Belshe asked if it is the intent to invest those funds before drawing into the pool.

Executive Director Henderson stated that the consultants will be the mechanism for which the \$8 million to be invested. The audit reports have shown that the \$8 million hasn't been spent, because the county commissions don't know where to spend it. In some cases, such as Alameda county, counties have fronted funding, and these funds will be used to reimburse those counties. However, counties have been requesting assistance in terms of available experts, which the State has not had the time to do until now. Using foundation dollars in this regard moves the process ahead quickly.

Executive Director Henderson stated that the budget predicts 13 full days of a consultant's time with each county, and each county will vary depending upon its needs. Some require assistance with a few specific issues; others need more global assistance. Larger counties may need more time; smaller counties less time. However, there is flexibility to adjust accordingly.

Commissioner Belshe asked if there will be assurances that counties won't use up all of the consultants' time and resources.

Executive Director Henderson confirmed there will be assurances.

Commissioner Lacey stated that some of the larger counties may have access to universities or research groups for assistance in these areas.

Executive Director Henderson stated that some counties may have access to that assistance, however, those counties still may need a facilitator to bring it all together for them, therefore the need to make sure that every county commission has access to these services is necessary.

Commissioner Siegel asked if the consultant team will be organized regionally, throughout the state.

Executive Director Henderson confirmed that the consultant team will be available to all county commissions throughout the state, including consultants with expertise in rural issues.

Chair Reiner stated that it is a great opportunity, and expressed his gratitude toward Packard and California Endowment. Chair Reiner stated he addressed the California Endowment Board last night, and the Board is excited to assist in any way possible.

Chair Reiner suggested moving to the next agenda item -- nomination and election of the commission vice chair.

XI. Nomination and Election of Commission Vice Chair

Chair Reiner stated that he may have another job at some point, and nominated Commissioner Lacey as Vice Chair of the State Commission. Commissioners Vismara and Gutierrez seconded. The motion was passed, and Commissioner Lacey was voted as the Commission's Vice Chair.

Ex Officio Commissioner Melia asked if staff could develop a "thank you" letter for Chair Reiner's signature for the members of the Technical Advisory Committee, including Commissioners Gutierrez and Lacey; staff members Kasabian and Parham.

Chair Reiner noted that the Technical Advisory Committee members included Commissioner Vismara, and stated a "thank you" letter would be a very good tradition.

Executive Director Henderson expressed her appreciation that each and every Technical Advisory Committee member gave their input and recommendations.

Commissioner Siegel noted that some Technical Advisory Committee members did not receive guidelines, and suggested that with the "thank you" letter, include the guidelines in a binder to be autographed.

XII. Diversity Strategies and Guidelines

Chair Reiner deferred to Commissioner Gutierrez regarding strategies and guidelines for diversity.

Commissioner Gutierrez stated that new partnerships with foundations, building access to major media markets with their message, as well as serving as catalyst for discussion regarding children's issues throughout California have all been accomplishments of Prop 10 thus far. Each county has made efforts to address diversity throughout the entire county. Ms. Gutierrez stated that at every meeting valuable public input regarding linguistic appropriateness of products and services has been received, and that another demographic data area yet to be developed is special-needs populations. According to the National Health Center on Statistics, 1 in 10 children zero to five has special needs, with the number potentially greater in California. Ms. Gutierrez stated this statistic and demographic reality has yet to be planted in the public's minds in terms of ethnicity and language.

Commissioner Gutierrez stated that the Commission has adopted guidelines with strategic results which pose significant and special challenges for certain communities given the disparity and access to services, such as preparing children to enter school ready to learn requires optimum child development requiring access to top-of-the-line quality child care programs, which strategy is especially challenging for certain sectors of the community.

Commissioner Gutierrez stated that the Commission has a responsibility to provide leadership by designing a plan that is systematic and comprehensive regarding consistently addressing diversity inclusion. Ms. Gutierrez recommended that a policy and plan be developed that would guide Commission work regarding these issues, with a plan to ensure the policy's guidelines are being met.

Commissioner Gutierrez stated that she has a two-part motion relating to this issue, with a sample language for a proposed policy and handouts at the back. Ms. Gutierrez read the sample language, which she proposes as policy:

“The California Children and Families Commission recognizes the richness of diversity of California's population, including its youngest children. The Commission will provide leadership and take proactive steps to ensure that California children and families from diverse populations, including children with special needs, are an integral part of the planning and implementation of Prop 10. The Commission commits to a decision-making process that takes into account the impact it has on all populations of children. The commission will address this issue through its actions and the guidance it provides to County commissions.”

Commissioner Gutierrez stated that the second part of her motion is more important than the first one, and includes directing staff to develop a plan in partnership with organizations with an interest in these issues, such as California Tomorrow. This plan will, at a minimum, address ways to ensure funding and appropriate and effective strategies dealing with diverse populations -- inclusive of children with special needs -- as guiding principals. Ms. Gutierrez stated that technical assistance can be made available to county commissions regarding diversity issues, as well as developing a policy brief reflecting the values of the Commission regarding diversity.

Chair Reiner asked if the plan would take the form of guidelines.

Commissioner Gutierrez stated that the plan is to direct staff to develop a policy ensuring that all criteria be included in the decision-making, including ensuring that Commission-supported activities and programs include appropriate and effective strategies regarding diversity and special needs, and secondly, developing a plan to ensure that these guidelines are being met when dealing with these issues.

Chair Reiner reiterated his understanding that the Commission adopt the above language as policy, and then to work out a plan. Chair Reiner moved to approve Commissioner Gutierrez' recommendation. Commissioner Siegel seconded the motion. Chair Reiner opened the floor for discussion.

Commissioner Belshe thanked Commissioner Gutierrez for her recommendation, and stated her understanding in a broader context that the Commission needs to be thoughtful, deliberate and systematic in terms of fulfilling its responsibilities, particularly in the area of funding, and rather than identify priorities on an ad hoc basis, refer to fundamentally-guiding principles and values to guide decision-making, and that cultural linguistic diversity should be paramount, but not a singular criteria guiding spending decisions. Ms. Belshe asked if technical assistants will work with the counties.

Commissioner Gutierrez stated that Commissioner Belshe was correct, focusing on ensuring that decisions regarding diversity and special needs are not ad hoc in manner, and answered yes to Commissioner Belshe's question regarding technical assistants working with the counties.

Commissioner Vismara stated his understanding that diversity and disability and special needs are one aspect, and asked if within the staff infrastructure there will be one individual appointed to oversee this process.

Executive Director Henderson stated that the need should be part and parcel of everything the Commission does, and that as staff are appointed, we could either ensure that some have expertise, or identify an individual.

Commissioner Gutierrez stated that the Commission needs a plan, however, the Commission needs to partner with others with that expertise.

Executive Director Henderson agreed with Commissioner Gutierrez, and clarified that there are 4 issues present, with the first being the Commission's approval of the policy statement. Secondly, directions to staff to (a) develop an overall plan with criteria to guide Commission expenditures that would include diversity, cultural and linguistic sensitivity; (b) provide technical assistance inclusive of cultural and linguistic diversity; and (c) develop a specific white paper guiding the Commission and local counties regarding diversity issues.

Commissioner Gutierrez stated that she intended the two parts to include the policy, and then the plan to accomplish the stated criteria within the policy.

Executive Director Henderson stated that it is not necessary to vote when developing a plan or engaging in various activities, and has no objection if there is a particular reason to vote in addition to adopting the policy language. Ms. Henderson stated Commissioner Gutierrez has her support, but will require more clarification as we go along regarding the specifics.

Commissioner Lacey stated that special needs must made clear.

Chair Reiner agreed with Commissioner Lacey.

Commissioner Gutierrez stated that she would be agreeable regarding not voting on developing the plan, but felt it necessary regarding the policy.

Ms. Betsy Hiteshew, former president of the California Association for the Education of Young Children -- stated that she is strongly in support of this proposal. The Association has been working towards membership and board diversity, and volunteered the Association as a resource in leadership and diversity training. Ms. Hiteshew commended the Commission for moving in the direction of diversity.

Ms. Lupe Alonzo, MALDEF -- also commended the Commission's efforts regarding diversity. Ms. Alonzo referenced the Abecedaria project, and recent research published by the California Research Bureau regarding ethnic status and income levels as primary factors in terms of children entering and/or accessing preschool programs. Ms. Alonzo also noted that 53 percent of children in preschool are Latino, and of the 24 percent of Latino children presently enrolled in kindergarten, 24 percent attended preschool. Ms. Alonzo volunteered MALDEF's resources, and stated her strong support of the policy statement.

MALDEF is working on research identifying early childhood development throughout California's communities.

Ms. Graciella Orozco, with Radio Bilingual -- stated her support of the policy statement. Ms. Orozco stated that one issue for Latinos is distress, as a result of racism in the system, economics, stereotypes, as well as within the healthy families program due to public charge and Latinos' mistrust of a system foreign to them.

Commissioner Gutierrez stated in terms of lost services we're still in the post-187 era.

Commissioner Belshe stated that on the topic of the healthy families program, whether or not a family whose child enrolls in the healthy families program, their receipt of public benefits will count against the parent if they change their immigration status. At the June meeting in San Diego a policy statement was passed clarifying public charge, and emphasized again that public charge is not an issue, since at the state level clarification of receipt of healthy families' benefits is not deemed as a public charge.

Ms. Orozco stated that the CBO's are important to the distress issues, because these organizations have credibility within specific populations, and volunteered the services of the Radio Bilingual.

Commissioner Gutierrez again read the proposed policy statement language at the request of Chair Reiner.

There being no further discussion, the Commission approved the policy statement language.

Commissioner Gutierrez stated that she would like a directive to staff to report at the next meeting on at least the composition of a plan and timeline for diversity inclusion.

Chair Reiner asked for a clarification of the next agenda item, and deferred to Commissioner Vismara.

XIII. County Commission Authority to Allocate Program Expenditure Funding Prior to Strategic Planning Completion

Commissioner Vismara stated his belief that an integrated cohesive plan needs to be developed, but in no way does his relaying information that he's received reflect upon his personal avocation. Mr. Vismara stated that he's received calls regarding whether or not funds can be released prior to strategic planning completion, in piecemeal fashion, or whether the plan must be completed in the integrated manner.

Chair Reiner suggested discussing these questions with the Attorney General's Office, and then referred to Executive Director Henderson his question regarding whether the Commission is allowed under the law to offer funds in partnership with county commissions in terms of matching, if those county commissions have not yet fully adopted a strategic plan.

Executive Director Henderson stated that this issue has been addressed indirectly through a county commission question, and that the statute language clearly states that for program funding the strategic plan must be completed. Ms. Henderson recommended that county commissions think in terms of long- and short-term planning and that some issues will take developmental time. The strategic plan does not require details regarding those plans, just a timeline.

Commissioner Lacey recommended that for their own planning, future, and protection county commissions should think very carefully regarding stating their needs in a strategic plan, since there are not enough monies to spend for each need, and that if there need is not in our plan, it won't be funded, and they must resolve the issues themselves.

Commissioner Belshe stated that this issue is important and that it should be made clear whether verbally or in writing. Ms. Belshe stated that it is a program expenditure that would be incompatible with the statute.

Commissioner Vismara agreed with Commissioner Belshe.

Janie Daigle, Deputy Attorney General, stated that without looking further at the issue and based on the first opinion this participant wrote, that until a county commission has a strategic plan in place, they should not be expending funds on programs, whether it is a matching program or not, nor can they spend additional monies planning the strategic plan itself. That plan must be in place and approved before any monies are expended on programs and services.

Commissioner Vismara asked for the initiative identifying this issue.

Executive Director Henderson read Subdivision B of Subdivision 3 of 130140:

“Notwithstanding any provision of this act to the contrary, no monies made available to county commissions under subdivision A shall be expended to provide, sponsor, or facilitate any programs, services or projects for early childhood development until and unless the county commission has first adopted an adequate and complete county strategic plan that contains the conditions required by subparagraph C of paragraph 1 of subdivision A.”

Chair Reiner stated the statute is clear, and moved to recess until 1:30 p.m.

(Brief recess)

Chair Reiner called the meeting back to order, and stated the next agenda item is a discussion regarding adopting State Commission outcomes.

XIV. State Commission Outcomes

Chair Reiner stated that this is a continuation of a presentation to obtain for the State Commission results as mandated by the initiative, began at the last meeting in Santa Barbara. Chair Reiner deferred to Ron Lally, Director, Center for Child and Family Studies, WestEd.

Executive Director Henderson stated there was an error in the agenda, and that Pam Shaw, Coordinator of California's Map to Inclusive Child Care, Child Care Health Programs, California Early Intervention TA Network was to precede Ron Lally. Ms. Henderson deferred to Pam Shaw.

Special Needs Children

Ms. Pam Shaw, Coordinator, California's Map to Inclusive Child Care, Child Care Health Programs, California Early Intervention TA Network -- expressed her feelings of welcome by the Commission, and stated her appreciation for the opportunity to discuss her issues. Ms. Shaw made sure everyone had a packet of handouts. The Commission viewed a video presentation by Ms. Shaw regarding children with special needs.

Ms. Shaw asked if anyone could tell which were the children with special needs to make her point that children with special needs look and are just like other children across all demographic groups, race, ethnicity and class. However, the definition of special needs and disabilities varies by system. The child development system considers special needs in terms of funding definitions and conditions of children, such as limited English proficiency, abused or neglected, as well as disabilities. Children with disabilities in the health care field must meet certain eligibility criteria, such as being diagnosed as developmentally disabled by a certain age level in order to qualify for services. Eligibilities vary by system, and accessing those systems is not easy.

Ms. Shaw stated that the first issue is when parents first discover their zero to five child requires special needs, they also soon discover that the system available is first of all, parent-driven and secondly, overwhelmingly complicated, cumbersome, fragmented, unintegrated, and inaccessible, with burdensome rules, regulations and paperwork.

Ms. Shaw stated that the second issue is the available programs, and the importance of recognizing that what works for kids with special needs works for all kids, but what works for all kids doesn't necessarily work for kids with special needs, and thanked Commissioner Gutierrez for approving this point.

Ms. Shaw stated the figures for children with special needs. Of the 3 million plus children from birth to five in California (1998-1999 figures), within the Regional Center Department of Developmental Services Early Intervention System there are 18,346 children birth to age 2, and until their third birthday, they qualify for certain services. Special education provides services for children 3 to 5, with some schools providing services for children birth to 3, totaling 78,000 kids diagnosed with special needs, approximating 2 percent of the total, 10 percent if you look at the population of disability.

Commissioner Vismara asked if those figures include DDS.

Ms. Shaw stated those figures include DDS, special education, and other sources. Ms. Shaw stated that when looking at multiple risk factors, such as poverty in parenthood, teen parents, and parents with mental illnesses or disabilities, the more risks a child is subjected to, decreases not only that child's chances for success in school, but of having developmental disabilities requiring special education. Children exposed to far more risk contentions in California equal 17 percent of the almost 572,000 children in California, making the 78,000 figure appear minimal. However, those are the children receiving services in the system. There are another 500,000 not necessarily attached to the system at all.

Ms. Shaw stated that data realities, such as those identified by the Department of Developmental Services showing an increase by 273 percent of diagnosed autism in children is frightening. The newborn infant hearing screening program currently in progress expects to identify a number of children at a very young age who previously were not diagnosed prior to the age of 4. Ms. Shaw stated that if you don't have a diagnosis, you don't get counted. There are discrepancies in the currently available data, and the collection of that data varies -- some collect by zip codes, census tracts, by the systems available, or by eligibility. And, Commissioner Gutierrez and Lupe Alonzo brought up issues regarding cultural groups not accessing the systems.

Ms. Shaw referenced the book, "When the Spirit Catches You, You Fall Down," regarding a family with a child with a seizure disorder and the cultural values regarding health care conflicting with the family's values regarding raising a child, when looking at the conflict between the systems and its impact on communities.

Ms. Shaw stated that one of the biggest issues is no data on children with chronic health problems or challenging behaviors, such as diabetes, asthma, or technology-dependent children, and unless qualified with a delay, they'll receive services until age 3 when they are dropped, and then show up again not ready for kindergarten. As well, child care programs are now allowed to do certain incidental health care procedures, and the effects of welfare reform wherein low-income parents are going back to work, we'll be seeing more children in the child care communities. In addition, labeling a 3-year old child seriously emotionally disturbed runs the risk of misdiagnosis, since children change, grow and develop so quickly, as well as the environmental factor that child comes from.

Ms. Shaw then stated that information which we already know. Children with special needs enter child care later, using relative care-givers more often. Parents can't work if they can't find child care, in turn, affecting everyone. It is more difficult to find child care for a child in a wheelchair, or with a significant communication disorder, or isn't toilet-trained at 4 years of age, which is the most common special need. Single parents of a child with a disability are more likely to quit work. Divorce rates are astronomical among families with a special needs child. Single-parent families do worse without available support systems. They have more uncompensated and out-of-pocket health care costs. A Boston study of mothers with technologically-dependent children had poor mental health; however, those mothers going back to work reported feeling better about themselves and their ability to take care of their children. Ms. Shaw stated that a good piece of research that could be done is the overrepresentation of children of color not identified between zero and five in special education, such as African-American and Latino children.

Ms. Shaw stated that Ms. Henderson asked her to speak on desired outcomes for children with special needs, and since she was going before Ron Lally and Shelley Boots, Research Director for California Resource and Referral Network, she didn't have their information to build upon. Ms. Shaw stated that aside from everything we would like for typical kids -- happiness, independence, many friends, the ability to support their parents in their old days -- we want early identification intervention by competent, trained, well-paid, and local personnel -- competent not only in their profession, but in the communities, cultures, linguistic, and ethnic groups they are involved with.

Ms. Shaw stated that a comprehensive service delivery system is required by law; yet, the reality is that system is so fragmented it may not always happen. We want a comprehensive service delivery system wherein health services are not segregated from early childhood services. A service that knows who does what you need done within the system. Ms. Shaw stated they have an 800 telephone number known as the "Child Care Health Line," funded by the Child Development Division. There is a flyer within the packet regarding the health program and telephone line. There are 3 nurses. Ms. Shaw represents disabilities; another special needs. There are mental health and nutritional needs representatives, and an infant/toddler specialist. There is support and resources, and we link individuals with their local communities and locate written materials to hand out. Ms. Shaw stated that the availability of high-quality care is something that's not readily available to all children across the state, it is really less available to children with special needs.

Ms. Shaw stated there is a concern regarding professionals caring for children. When child care comes to the table with the special education, health care, and regional center professionals, they are not always that equal nor heard. Care providers often are referred to the system, and when parents see a pediatrician, they are told to wait, that the child will grow out of it.

Ms. Shaw stated that funding activities that recognize and respond to these concerns is essential, which is something the Commission acted on today. Ms. Shaw expressed her gratification for the opportunity to state that.

Ms. Shaw stated that establishing a priority to work with professionals to work together is essential. One of the key groups she is working with is the American Academy of Pediatrics and getting the word out to not ever say "They'll grow out of it." Early intervention works, and the earlier a child receives services, the better chance that child has of not needing special education later.

Ms. Shaw stressed the importance of using media images of children with special needs that look just like other kids to help people become accustomed to seeing children with special needs

Ms. Shaw stated that these are activities that address consistency statewide. It is important to recognize this necessity. There is no statewide consistency, and services that are available in Los Angeles County are not available to those living directly across the street, or in a rural area compared to northern California.

Ms. Shaw stated that Map and the Inclusive Child Care project have joined efforts in bringing individuals that represent a variety of groups, including parents, child care providers, health care professionals, the American Academy of Pediatrics, and community colleges, together to learn each other's languages, their acronyms, their systems and their perspectives in order to make these systems work. Ms. Shaw stated that this joining of efforts is actually working.

Ms. Shaw ended her presentation by stating a favorite quote: "It is no failure to fall short of realizing all that we might dream, the failure is to fall short of dreaming all that we might realize." Ms. Shaw asked if there were any questions.

Commissioner Lacey observed that one of the saddest things she's seen is a child with a learning disability wish they would be hit by a car to be in a wheelchair so people would understand that something was wrong with them.

Ms. Shaw agreed with Commissioner Lacey, and stated that the band-aid approach to the service delivery system isn't the only problem. Ms. Shaw stated that unless you have a clear diagnosis that meets the

criteria, there is a problem, and that it comes down to money and resources. It's not that there aren't competent people who don't care about families. It is a matter of pulling resources and doing what we can together.

Commissioner Vismara congratulated and commended Ms. Shaw for capturing the essence of a family with a child with special needs. Mr. Vismara shared his family experience regarding his 6 ½ year old son Mark with autism, and the self-understanding that no college degree could afford him. Mr. Vismara pointed out that the word "ability" is within the word "disability." Mr. Vismara also pointed out the anxiety and competitiveness he has experienced when meeting with representatives from advocacy and special needs groups that is uncomfortable, and that if we can include children with special needs as part of the spectrum of all children, we can truly unlock certain aspects from a service, inherently bettering a system for all children. Mr. Vismara thanked Ms. Shaw as a parent of a special needs child.

Chair Reiner asked Ms. Shaw if there was a 273 percent rise in autism.

Commissioner Vismara stated that he could address Chair Reiner's question. Mr. Vismara stated that the Department of Developmental Services of the 21 regional centers is providing services to 273 percent more children with the diagnosis of autism in 1998 than in 1988. There is also international data showing an increase in autism in other countries, such as England and Iceland.

Chair Reiner asked if there were indications as to why the increase in autism.

Commissioner Vismara stated that there is an interesting and very controversial theory regarding certain vaccines, particularly the mumps rubella vaccine, somehow linking the learning disorder. A coincidental rise in autistic cases emerged at the same time the triple vaccine was introduced, yet there is tremendous controversy regarding this hypothesis.

Chair Reiner deferred to Shelley Waters Boots, Research Director for California Resource and Referral Network, and Michael Jett, Assistant Director of Child Development Division, California Department of Education.

Child Care and Development

Ms. Shelley Waters Boots, Research Director for California Resource and Referral Network -- thanked Ms. Henderson, and stated that she'll make available copies of the overheads and a list of data sources she's using if anyone has questions or further information to discuss later.

Ms. Boots stated that the three main overall goals of the Commission within the guidelines under child care fall under the quality, access and affordability of child care, and that she will discuss available data in order to assist in measuring the outcomes of those goals.

Ms. Boots stated that some of the information she will be presenting is from a publication to be released on December 7th, similar to a 1997 publication by her predecessor, Fran Kipniss, who is present at the meeting today. Ms. Boots stated that the State and local County Commission members will each receive a copy of the publication in December. Ms. Boots stated that this publication will basically include a detailed list of sources of information county by county regarding both the supply of licensed child care, and some demographic information on the demand or types of services parents are requesting of member resource and referral agencies located in every county in California. In addition, Ms. Boots stated that there is a list of sources and other information in the handout which will be discussed.

Ms. Boots stated that she will be discussing three components regarding the quality of child care services, the first being licensed child care. Ms. Boots stated that according to the pie chart presented, the entire pie represents children zero to 13 with working parents as potential consumers of child care services in the State. Ms. Boots pointed out that the portions on the pie chart are small regarding those actual consumers of "licensed" child care services in the State. Children zero to five, and the portions are even smaller. Approximately 1.6 million children zero to five. In addition, not all parents choose licensed child care.

Ms. Boots stated that in every available licensed child care slot on the pie chart there are 3.8 million children that could potentially be needing that slot. Ms. Boots stated that we are not even meeting some of the basic demands for licensed child care that is potentially available.

Ms. Boots stated that the second component regarding the quality of child care services is that quality does matter for children, with ongoing longitudinal studies by Carol Lee House at UCLA and researchers in North Carolina showing that 50 percent of child outcomes is determined by parental and home environments, and the other 50 percent influenced by the other care givers in those children's lives. Ms. Boots stated that the bad news is that only approximately 10-15 percent of all licensed family child care homes is high-quality enough to make a difference within that 50 percent, and looking back on the pie chart, cuts those slots by ¼ more regarding available quality licensed child care services. Therefore, of the approximately 1.6 million children zero to five with working parents, about 200,000 of those slots could be considered high-quality licensed child care services.

Commissioner Belshe asked for a definition of the term "quality."

Ms. Boots stated that in defining "quality" child care, researchers have long been looking at statistically significant and consistent multiple research projects to identify key indicators that produce positive child outcomes. Through this research two components have been identified -- care giver compensation and turnover, and the formal education of the care giver coupled with adult-child ratios. Ms. Boots stated that work by Marcy Whitebook at the Center for the Child Care Work Force shows care givers earn from \$13,000 - \$18,000 per year, and figures from the Bureau of Labor Statistics show that child care workers earn approximately \$16,000 per year, with preschool teachers earning approximately \$20,000 per year.

Commissioner Gutierrez asked if it is family child care orders.

Ms. Boots confirmed Ms. Gutierrez' question, and stated that there are comprehensive definitions regarding child care workers. The Bureau of Labor Statistics has made a distinction between those who teach and those who bathe and care for. Ms. Boots stated this is an area for advocacy work to make the language consistent.

Ms. Boots further stated that the high turnover rate is an issue, averaging 31 percent regarding for-profit services, 28 percent regarding non-profit services, and 11 percent regarding public programs. Care givers are working nearly 24 hours per day, with a detrimental effect on the children they are caring for.

Commissioner Belshe asked if there is a sense of discrepancies in wages by profit and non-profit public programs, whether there is a correlation between quality and wages, and if the baseline is very low, do we have insight as to what level of wages will show a direct impact in terms of quality.

Ms. Boots stated that she could get information to Commissioner Belshe regarding the discrepancies in wages, and that she refers Commissioner Belshe to Marcy Whitebook regarding a baseline cutoff that reflects a decrease in the turnover rate and increase of quality child care.

Commissioner Belshe stated that the Commission should have figures in order to reach the goal of quality child care.

Executive Director Henderson stated that there are other studies that will address that issue. For example, in North Carolina increasing child care workers' wages by \$2,000 every six months as a stipend to continue child caring, immediately reduced the turnover rate by 30 percent.

Ms. Boots stated that because accessibility to child care overlaps with other issues, such as cost and quality, it is less accessible. The goal regarding accessibility is to provide parents with child care choices that meet their individual needs, such as language preferences, or the barriers that families face, such as lack of transportation or the location of the licensed child care facilities. In Oregon researchers through a federal research grant are exploring that parent choices and accessibility are linked with flexibility. Families with a more flexible home life -- partners and other support systems, and flexible work schedules -- make a

difference in the type of child care those families choose. Home, work and child care ties to the accessibility issue, with each overlapping the other.

Ms. Boots stated that the top two issues regarding accessibility include less access to infant care and locations of quality child care facilities. Ms. Boots stated that only 4 percent of all the licensed child care slots on the pie chart are designated for infants, with survey information reflecting a high need for infant child care. As well, only 4 percent of child care centers offer non-traditional, odd-hour and weekend hours, and 33 percent of family child care homes. Ms. Boots stated that if you're a new parent entering the welfare system and have been assigned shift-work or weekend work, your child care options and access become more difficult.

Ms. Boots stated that the California Child Care Resource and Referral Network and the Policy Analysis for California Education have shown that accessibility to quality child care depends upon the location and the community of that quality child care facility. Ms. Boots stated that there are half the number of licensed child care facilities in Riverside than in San Francisco. The number of quality licensed child care locations vary depending upon location, as well. Families in low-income areas also have less choices for quality licensed child care locations. Ms. Boots noted that when considering accessibility issues keep in mind that low-income families that use relatives in normal settings may otherwise choose quality licensed child care locations if given accessibility by removing possible barriers, such as transportation and location.

Ms. Boots went on to address adequate resources for child care programs. Nationally, 10 percent is a common figure used by the Children's Defense Fund and other child advocacy organizations, which figure was not based on any data. A census study, however, has shown that the average cost of child care per non-low-income family is approximately 7-8 percent of the annual income, with the percentage being higher if a low-income family. Ms. Boots stated regarding the most expensive infant quality child care center, a family earning minimum wage, the cost would be 55 percent of its income. Ms. Boots stated that a low-income family earning \$30,000 per year would pay approximately 22 percent of its year income. If a median family income, it is 17 percent. Ms. Boots stated that the figures used are the result of the State Department of Education commitment to providing child care subsidies for families, with 75 percent of the state median income used to define eligibility for these subsidies. Ms. Boots stated there is funding to cover this, but these are the figures being used to define the percentages.

Ms. Boots pointed out that not all minimum-wage families are on child care subsidies. Recent studies from the Pace Department at UC Berkeley has shown that some minimum-wage families are paying approximately 40 to 50 percent of the income for child care costs. These studies have found that families using subsidies were closer to 30 percent of State median incomes -- approximately \$11,600 -- which is somewhat lower than minimum wage.

Ms. Boots summed up her presentation by stating that there is data regarding increasing wages, decreasing turnover without impacting an already very high cost system for families, adult/child ratios, and formal education of care givers is basically a study waiting to happen. Ms. Boots asked if there were any questions.

Commissioner Belshe asked if the figure of licensed child care slots represents the total supply.

Ms. Boots stated that unfortunately the percentage of unlicensed child care consumer use is difficult to measure. The census shows 1.6 million children zero to five in some sort of care-giving arrangement outside of the family, which could be a family member or a licensed care center.

Commissioner Gutierrez stated that in Los Angeles County over 60 percent of Cal Works participants chose unlicensed exempt care.

Ms. Boots agreed with Ms. Gutierrez, and stated that there is a high utilization rate within the Cal Works population that is not regulated.

Commissioner Siegel stated that the Commissioners have the California page that will be released at the December 7th meeting. Ms. Siegel also stated that although we are aware that children are receiving care, there is a difference in the quality of the care babies, toddlers and children are receiving. How much care is being met by exempt care providers will reveal something about the supply and quality of child care.

Commissioner Siegel acknowledged the work of Jan Brown, present in the audience, regarding informal child care givers in Los Angeles County. Through this work it has been discovered that many care givers make the decision to become licensed once trained, taking on a more intentional formal care giver role.

Chair Reiner expressed his feelings of despair regarding the solving these problems.

Ms. Boots stated that she felt the same way, and focuses on the positive results from high-quality child care -- that high-quality child care does turn things around, and to keep pushing that rock on up the hill.

Chair Reiner stated that definitely is the case, and that investing in high-quality child care and parent education will affect child outcomes. Chair Reiner stated that no monies should be spent on anything except quality, really high-quality child care, which may mean less slots for the time being, but ultimately 10, 15, 20 years from now things may progress.

Commissioner Lacey asked if there are projects linking private industry to child caring.

Ms. Boots stated that they are heavily involved in a project working with counties to bring child caring revenues into their communities. On a local level it has been a very important way to leverage new partners, involving community planners and chambers of commerce, to consider long-term growth and financial opportunities. Ms. Boots stated that this work needs to be completed on the State level, with a State report due out within the next approximately 4 months.

Commissioner Vismara noted that a new terminology may need to be developed. The term "child care worker" suggests "babysitter." Mr. Vismara suggested "Child Development Specialist."

Chair Reiner suggested upgrading the profession.

Ms. Boots agreed with Commissioner Vismara and Chair Reiner, stating that on a national level, senators have been pushing the Bureau of Labor Statistics to change the definitions of those occupations.

Commissioner Vismara suggested addressing research to differentiate between baby-sitting and child development.

Commissioner Belshe stated using the social marketing campaign as an opportunity to educate, rather than advertise -- changing social values and perspectives regarding this profession.

Chair Reiner stated that using the term "child development" runs the risk of sending the wrong message. Some people like Zel Miller seem to think child development is only playing Mozart and using flash cards with your 2 year-old child. Chair Reiner stated the need to make people cognizant of the fact that nurturing is educational and caring for a child in a nurturing manner is intellect and cognitive. Chair Reiner stated that teaching them is discipline, and the idea is not getting to the average person.

Commission Vismara stated the opportunity to educate and impact, as Commissioner Belshe stated.

Executive Director Henderson stated that the negative connotations of the terms "day care" and "child care slots" and "workers" are part of current research studies and focus groups, and that people are becoming aware of the negative implications of these terms.

Ms. Boots stated that the PR work done in Massachusetts noted the key to people buying your message is tying it to education.

Chair Reiner agreed with Ms. Boots, but cautioned about sending the wrong message to parents who are care givers and basically doing the job that a licensed child care provider would be doing.

Chair Reiner deferred to Michael Jett regarding outcomes for children and families.

Child Development and Family Outcomes

Mr. Michael Jett, Assistant Director of Child Development Division, California Department of Education -- expressed his appreciation for the opportunity to discuss progress of the child development division in terms of outcomes for children and families.

Mr. Jett stated that approximately 3 years ago the Department of Education embarked upon an effort to develop a results-based accountability system regarding child development and preschool programs. In reference to earlier comments, in Washington it is now referred to as "early care and education." Mr. Jett stated that at that time government agencies such as the Department of Education focused more on process than on outcomes. Program quality reviews did not reveal whether desired results with children were achieved. As a result, a results-based system was created. Mr. Jett noted that at that time the Deputy Superintendent was Jane Henderson. There were 3 panels for center programs, alternative payment programs and R & R, as well as a national panel for center-based programs for family child care networks. Commissioner Siegel was an early participant in the R & R panel. Ron Lally is currently on both the national panel and state panel for the center-based programs.

Mr. Jett stated that the focus is to develop a results-based accountability system for state-funded Title V programs for children and whether children are making progress towards achieving development milestones across all domains. The types of environments children are involved are looked at, and measuring whether parents are achieving their objectives.

Mr. Jett stated that desired results are not an attempt to move a K-12 model down into preschool or infant and toddler centers. We want programs to be accountable for success with children. There is no STAR test, and centers are not rated based on how children perform on a STAR test. Mr. Jett stated that developmentally it isn't appropriate. Children at that age develop at different levels across different domains. Mr. Jett stated that this work has included children with special needs.

Mr. Jett presented a slide chart and showed how all programs contribute to meeting the desired results. There are four desired results for children in all the programs. Children are personally and socially competent, are effective learners, show physical and motor competence, and are safe and healthy. As a result there are the social, emotional, physical domains of environmental dimensions, as well as a comprehensive approach to meeting the needs of children in the programs.

Mr. Jett stated that although there are many goals for family outcomes, the two desired results include families support children in learning and development, and that families achieve this goal. Mr. Jett stated that child development preschool programs assist families in achieving these goals by allowing parents to pursue careers or education.

Mr. Jett stated that there are 6 desired results, each with one or more indicators within. There are 22 indicators, under which there are 446 measures. There are not 446 measures for every child. The different programs with different children and at different ages require different measures. The measures for children focus more on developmental progress. Regarding children as effective learners, Mr. Jett presented a slide highlighting 4 indicators with its measures. Children are interested in learning new things. Other children show cognitive problem-solving skills through play and daily activities. Children show interest in real life. Using math concepts children show growing ability in communications, language, literacy and math. The last 2 indicators are typically a K-12 standard, and Mr. Jett stated that he reminds people to not think so narrowly. Mr. Jett stated there is also the environmental factor where children learn to work in their environment socially and emotionally, which is equally important for children to succeed in school in these dimensions.

Mr. Jett stated that regarding children are interested in learning new things he has broken the measures along 7 different age spans, with 3 for infants and toddlers zero to 7 months, 18 to 17 months, and 18 to 35 months; preschool-age children; and children up to age 14. Mr. Jett made sure everyone had a handout, and stated that there is a developmental matrix with these figures in the handout. Mr. Jett stated that for infants and toddlers zero to 7 months there is a series of measures with a full-scale research piloting. The child directs attention toward care giver's face or voice, focusing and reaching for the face or voice. By 8 to 17 months children manipulate things, move towards things, and by 18 to 35 months, children run around asking about things, move around the room, pull things out, and put them on the floor for you.

Mr. Jett stated that for preschool he had an example for the desired result and its indicator.

Commissioner Belshe stated that we have a live demonstration.

Mr. Jett stated that in preschool a child exploring becomes more and more mobile and explores a wider and wider environment. Other indicators included math and language arts authorities. Mr. Jett stated the above presentation gives you an idea as to how we move from a desired result to indicator. Some indicators have more than one theme, such as social confidence includes self-awareness and self-concept. Mr. Jett stated his hope to develop technology for working with groups and preschools and infant/toddler programs.

Mr. Jett stated that the developmental matrix lists the desired results indicators and measures for children and families on the back page, including developed profiles for infants, which is broken into three parts since experts say zero to 36 is too large an age span for a developmental profile. There is a matrix for preschoolers, and three profiles for school-age children. Teachers in all our programs will use this common developmental profile to observe children. Mr. Jett stated that the hope is then to develop an individualized learning and development plan, with an emphasis on learning and development. Mr. Jett stated the need to be careful not to push a K-12 program into preschool and infant/toddler programs. Mr. Jett stated that eventually he hopes to learn statewide how children are doing including mentally at the different age spans in state-funded programs in order to refine effective program standards.

Mr. Jett stated that Shelley Boots mentioned Carolee Howes from UCLA. Ms. House is one of Mr. Jett's key advisors on this project, as well as an expert on the Commission's Advisory Committee. Mr. Jett stated the need for program standards, and until technology is worked out, people need to be accountable in looking at children developmentally, questioning whether structures or care giving is modified based on research, and to continuously improve how to relate to children based on the desired result of the developmental profiles approach.

Mr. Jett stated that there are program quality standards checked by the Thelma Harms environmental rating scale. These scales measure the quality of the teaching and learning environment in preschools and child care centers. Scales are available for infants/toddlers, preschoolers, school-age children, and family child care homes.

Mr. Jett in closing recited an appropriate quote: "Every system is designed to achieve the results it is getting," and stated the need to know the desired results in order to determine if the system design should be changed in order to care for our children.

Chair Reiner stated that "Anonymous" is a very smart person, contributing a lot of smart things.

Mr. Jett that the system is to determine whether outcomes for children are being achieved, and the emphasis is on full developmental continuum, not just learning dimensions, and over time refine the technology.

Chair Reiner asked if there were any questions, and then deferred to Ron Lally, Director, Center for Child and Family Studies, WestEd, regarding early brain development.

Early Brain Development

Dr. Ron Lally, Director, Center for Child and Family Studies, WestEd, stated that more on early brain development will be discussed on Monday, November 22nd. Mr. Lally stated he will discuss what researchers and practitioners have concluded are appropriate outcomes. Mr. Lally referenced Mr. Jett's presentation regarding desired results benefits in seeing how children are functioning, however, the desired results must be accompanied by information regarding how to achieve those desired results. As well, achieving desired results doesn't necessarily mean that we are influencing practice.

Mr. Lally stated he first will discuss the components of quality child care that he recommends including as outcomes goals. Mr. Lally stated that looking at the entire outcome rather than just individual child measures is important in determining achievement of desired goals. For instance, from studies we know the size of a group is important and reducing infant/toddler care is an outcome, as opposed to just what is happening with the child.

Mr. Lally stated that there are wonderful recommendations for programs that are subsidized, and for programs that are not subsidized, there is a 1 to 11 child care ratio for 2 year-olds. Mr. Lally stated the importance of having guideposts consistent with each other in California. Mr. Lally references the study called "Quality Child Care," regarding the relationship between child care and school performance, and that a handout was given to the Commissioners regarding this study.

Mr. Lally stated that most people studying learning and cognitive theory agree that a child is not a blank slate. A child is a motivated, curious learner, and are programmed to be in a relationship, learn from relationships, and be influenced dramatically by their culture, particularly in the first 3 years of life as they form a sense of identify and of self. Mr. Lally stated that early brain development is not necessarily placing an infant in front of a video to watch nine languages or placing a hologram above the crib to stimulate the baby's development.

Mr. Lally stated that of the 7 needs for very little abused and neglected children -- which he written about and documented in more detail -- the first 4 are nurture, support, security and predictability. Mr. Lally stated that learning theorists say to take predictability and add it to the next 3 to facilitate learning in abused and neglected children. Mr. Lally stated that there is lots of time he could spend on this area, but is not going to today.

Chair Reiner asked what Mr. Lally meant regarding focus, encouragement, and expansion.

Mr. Lally stated that focus is helping the child focus on those things that are appropriate for learning -- one toy at a time, some items on a shelf, turn the radio off, etc. Regarding encouragement, Mr. Lally stated that children during the first 2 years of life look to the care giver for encouragement, reading cues. As well, it is language expansion, creating a lattice for understanding what is going on.

Chair Reiner stated like social reference.

Mr. Lally agreed with Chair Reiner. Mr. Lally presented a video called "In Our Hands," funded by the Ford Foundation, which has been distributed to all the governors and senators, from the House of Representatives to the welfare reform individuals throughout the country. Mr. Lally stated the video will be forwarded to all local Prop 10 commissions. Mr. Lally stated that there are 14 videos such as these in English, Spanish and Chinese, as well as other materials being used in 7 states and with all early head-start programs to train trainers training child care providers. Mr. Lally stated that as a result of research such as that conducted in relation to work by Commissioner Siegel, and The Mallman Foundation study in Brower County in Florida, statistics have shown that only 10 percent of care was rated as quality by individuals who have not gone through consistent training. When children were cared for by people who had gone through consistent training, that statistic reversed to 89 percent were providing quality care. Mr. Lally stated there is optimism in that we know how to work on the quality factor.

Mr. Lally stated that the California Department of Education has a system in place with 6 regional coordinators -- 10 by January -- with a million dollars to provide stipends for trainers to spend time in child care programs in California. Mr. Lally stated that local Prop 10 committees can now link with these coordinators, including technical assistance, funded through the California Department of Education. Katherine Ingram is the San Bernardino and Riverside coordinator. Mr. Lally stated the names of the coordinators will be given to the Commission members.

Mr. Lally stated he would like to move next to perinatal and prenatal issues as outcomes. There is universal agreement in this country that there should be small groups and continuity for infant/toddler care, and if care givers are out of compliance, there is a weakness. Mr. Lally stated 3 issues regarding prenatal development research. As a result of maternal isolation during pregnancy the relationship between mother and child at 2 years old will be less loving and nurturing. Research at the University of Washington has found that women with emotional support during pregnancy results in a greater link and a deeper relationship between mother and her child. Mr. Lally stated that kind of support should be a part of the program.

Mr. Lally stated the second issue regarding prenatal development research. Drugs, alcohol, tobacco and prolonged stress during pregnancy is devastating to the developing child in the womb. Mr. Lally stated that often treatment isn't afforded until the first couple trimesters, which is too late. Mr. Lally stated that there needs to be places where expectant mother's can go for pretreatment for drug, alcohol, etc., and that there be a stress reduction focus. Mr. Lally stated that regarding child isolation from the family and child neglect that including family members in a healthy birth and early development correlates to later involvement in the child's life.

Mr. Lally stated that depression going past postpartum or depression that begins during the second period of infancy is devastating to the child, because the child is not receiving the social and emotional developmental cues from its mother that the world is safe to explore. Mr. Lally stated that research has found this period of depression triggers more emotional problems than in any other periods of time with depression.

Chair Reiner asked if that is found prior to six months.

Mr. Lally stated it is found prior to six months, however, from this research, if the mother has postpartum depression, gets over it at 5 or 6 months of age, the child is in less serious trouble than if the mother isn't in postpartum depression and is depressed during this period.

Mr. Lally stated there are numerous issues with regard to family relationships after the birth of a child. Often there is a breakdown after the birth of a child. Father expectations create stress. Individual child temperaments create stress. These stresses are then often transferred to the child. Mr. Lally stated that from the work of Mark Bernstein and others the most effective way to facilitate social, emotional, and intellectual development is not through training and teaching, as was mentioned earlier. Instead, through responsive relationship-based care, taking cues from the child regarding its needs and thus responding accordingly. Mr. Lally stated that these methods are not done in home visit programs yet.

Chair Reiner stated that the David Olds model uses these methods.

Mr. Lally agreed with Chair Reiner. Mr. Lally then stated that also parents are not aware of their child's developmental schedule and behave inappropriately, in turn creating a lack of socialization in the child. Mr. Lally stated that parents and care givers do not understand that an infant goes through 3 distinct developmental periods between birth and 3 years of age. Mr. Lally stated that a child 6 to 15 months of age cannot be spoiled, and should be treated differently than the child at 20 or 21 months of age. Mr. Lally stated there is a great deal of child abuse as a result of care givers not knowing the capacities of children.

Mr. Lally stated that from the work of cognitive theorists and social and emotional theorists that infants and toddlers create their own curriculum, and they will learn whether or not it is taught to them. Mr. Lally stated what we need is to set up a situation wherein rich experiences can be created, rather than fighting them on the curriculum. There are programs designed to interrupt learning, giving the message to the child that what it is interested in is not important. Mr. Lally stated there is a movement currently in the United States to create responsive and relationship-based curricula. Mr. Lally stated people have misinterpreted the brain research to mean cramming stuff down the child's throat, which has a damaging effect on their developing person.

Chair Reiner stated the programs developed for care givers are incredible, and asked if there are any comparable programs for parents.

Mr. Lally stated that there are not comparable programs for parents. However, videos such as "Flexible, Fearful and Feisty," which teaches about child temperaments; "Discoveries of Infancy," which discusses the lessons children automatically learn; as well as "Protective Urges," which discusses why parents are irrational when placing their child in infant/toddler care and the care givers' irrational responses, are all provided to parents. Mr. Lally stated that in 1986 when the project began there was nothing developed for care givers.

Chair Reiner stated there is clearly a tremendous need for programs for parents, because ultimately the parents are the key.

Executive Director Henderson asked how many providers are receiving this training in California, and what would need to happen to make it more widely available.

Mr. Lally stated that this year they have been able to pay certified trainers \$50 an hour to train people; however, many trainers are already working 120 percent of the time. Mr. Lally stated they are developing a notion of the "super trainer" to do major training throughout the region.

Commissioner Siegel stated that the trainers are wonderful, and it is a program she is proud to use. The materials work well in both center-based and home-based settings. Ms. Siegel also stated that there are not adequate resources to provide this needed training. Ms. Siegel stated materials need to be in languages other than English. Ms. Siegel stated that there needs to be ongoing support after providing training, and that both the State and local commissions need to address those day-in and day-out resources within the communities.

Chair Reiner stated that whatever program we're developing or continuing to develop for training care givers should be equally applicable and easily digestible to parents.

Commissioner Siegel stated that as Ms. Boots had shown, although there are 4 percent of slots in all our child care centers available for infants and toddlers, we know that baby child care homes are caring for almost 25 percent of infants, and if there is a focus on family child care, parents are there, and there is an opportunity to link parents to these methods of child development and caring.

Mr. Lally stated that through work with people in Italy, it has been discovered by the Italians that child care for children under the age of 3 cannot be for profit. The quality cannot be met. Mr. Lally stated there needs to be a subsidy for either parents or care givers. In addition, in Italy children are cared for by their parents until approximately 9 months of age, because they have paid parental leave during the first year. Mr. Lally stated the need to push for paid parental leave so children will not need to be placed in child care at 7 or 8 weeks old.

Commissioner Lacey asked if there was any work regarding foster parents.

Mr. Lally stated that they have trained a number of foster parents, some of whom at the Center for the Development of Children at the Children's Hospital in Oakland.

Chair Reiner thanked Mr. Lally for his great presentation, and suggested moving on to the last item on the agenda regarding public comment.

XV. Public Comment

Ms. Betsy Hiteshew, former President of the California Association for the Education of Young Children -- stated that it is moving for her to know the Commission is here and these kinds of discussions are taking place, and volunteered the CAEYC will do everything in its power to see that the Commission's efforts continue. Ms. Hiteshew stated that she would like to bring others in to discuss at a future date the issue of emerging literacy. Ms. Hiteshew stated her concerns that if we do not take aggressive action to develop and deliver training in a developmentally appropriate context that recognizes the whole child, that we will find ourselves falling prey to what is known as "The Push-Down Curriculum," as well as although there is much going on to enrich children's language and literacy, based on recent research there is the need to focus intentional training around literacy. Ms. Hiteshew stated that she would like to see funds allocated to this issue. Ms. Hiteshew also recommended a wonderful picture book called, "Reading Grows," which was written for children, but believes it is as much for parents. Ms. Hiteshew thanked the Commission for all of its efforts, and looks forward to future dialogue with the Commission.

Chair Reiner stated that the State Department and the Department of Education are working with the Commission on developing a video to include with the welcome-baby kit to be given to every parent regarding early literacy.

Ms. Linda Lovett, an early care and education practitioner -- stated that she has been working in the field for approximately 25 years. Ms. Lovett acknowledged Ms. Henderson, and stated that the complexion of her program is rather unique in that they have legal status as "for-profit," and operate like a "non-profit." They are also one of 12 programs in the state in a pool of 900 programs that are contracted by the State Department of Education to deliver comprehensive preschool to eligible families.

Ms. Lovett stated that people in the field dealing with the realities of some of the issues discussed today are finally excited as though something is about to happen. This effort has been a catalyst for linking different training mechanisms and articulating a plan for preparing teachers in California. Prior to this effort it was a very fragmented and dysfunctional system. Ms. Lovett stated that the child development permit matrix which has become part of the teaching credential from the Commission on Teacher Credentialing has made a difference both for recognition and status, and also training of a competent caring work force that is better prepared and equipped to deal with some of the challenges faced in the field today. Ms. Lovett stated that the project has been funded through temporary sources, and she would like to push and request that consideration be given to creating a permanent center to move forward with this work.

Commissioner Belshe asked what was the funding source.

Ms. Lovett stated that the Advancing Careers in Child Development was funded by a variety of foundations, and was never intended to be permanent. In fact, after 8 years it was recommended that California develop a permanent system to continue this work. Ms. Lovett stated that with the welfare reform movement, a flood of children who are at risk and needy with challenging behaviors are needing child care, and on the private side of child care in particular, there is the least qualified with the largest staff/child ratios with the least financial support. Ms. Lovett stated that in addition we're facing a shortage of qualified staff because of classroom size reduction, and teachers are leaving the field because they are prepared or equipped to deal with these issues. Ms. Lovett stated the need to be sure teachers are given the training they need, and that behavior assessment and parent professional training will go in that direction. Ms. Lovett thanked the Commission.

Chair Reiner thanked Ms. Lovett.

Ms. Jan Brown, staff, Advancing Careers in Child Development -- pointed to an interesting study published and led by Marcy Whitebook's group in collaboration with the ACCD linking the permit matrix with the self-sufficiency wage and the wages for B.A.-level teachers. The study presented a formula for figuring

standards for increasing wages. Ms. Brown stated that she would like to share a couple of items in terms of issues around the emergence into what they hope will be the California Center for Professional Development in Early Care and Education. Career development from the ACCD's perspective relates entirely to those issues discussed today regarding developing competent, knowledgeable, sensitive and responsive care givers, as well as influencing that practice.

Ms. Brown stated that two issues arose from recent meetings with representatives from statewide organizations, such as the training consortium, the California Mentor Program CAEYC, and the California Chancellor's Office. Two of the priority issues that arose was the need to build substantive linkages between the compensation movement and professional development, and the need for coordinated community-based training. It is a fragmented system presently, and Ms. Brown feels it is an important role to continue facilitating dialogue between the efforts. Ms. Brown stated that as well there are no standards for what needs to be taught, including motivation to continue with formal education. Ms. Brown stated the need to build a contra of well-trained and highly competent trainers to improve practice and linking it to the formal education system. Ms. Brown thanked the Commission.

Chair Reiner thanked Ms. Brown.

Ms. Tammie Bakewell, with California Early Start -- addressed the public relations people -- although they were not present -- and, stated that she is the parent of a child who benefited from early intervention. Ms. Bakewell stated she was with the State of Washington's Brain Net program, wherein they train lay people like herself to talk to other lay people regarding what the Commission already knows. Ms. Bakewell expressed her excitement to see movement in California in this direction.

Ms. Bakewell agreed with Chair Reiner, saying the last thing we need is another 800 telephone number, nor any more vague public service announcements, such as "Good child care is important. Call your local Prop 10 Commission." Ms. Bakewell stated that parents need to hear clear, concise information regarding child development, such as "Loud music and loud shouting hurt babies' ears and their brain. So, when you're around babies, turn down the volume." Care givers will also receive the messages since they will be viewing the same advertising.

Ms. Bakewell stated her concern regarding spending \$7 million on something so vague. It won't do it justice. The work is much too important. Ms. Bakewell begged the Commission to spend that \$7 million by hiring really good writers with imaginative and colorful language that are culturally sensitive and to the point about infant brain development.

Commissioner Siegel asked Ms. Bakewell to provide her with information regarding the Washington State parent peer work Ms. Bakewell was involved in.

Ms. Elaine Hong, California Commission on the Status of Women -- stated that there is a policy summit occurring in cooperation with the CCSW's Legislative Caucus and with the Institute of Research on Families on January 7th between 8:30 a.m. and 12:30 p.m. at the Sacramento Convention Center. Key topics are family and friends in work places, child care, family leave, health benefits, economic empowerment, investment ads, Cal Works' amendments, fair wage issues, and issues discussed here today. Ms. Hong invited anyone interested to contact the CCSW at (916) 445-3173 for more information.

Chair Reiner thanked Ms. Hong.

Ms. Lisa Brian, parent and social worker-- expressed her excitement for the opportunity to speak before the Commission. Ms. Brian stated that she is pleased that Prop 10 legislation is around, and is fearful of its repeal movement. Ms. Brian stated that in her position as social worker, she has seen the damage done, to see older children we could have impacted so much younger. Ms. Brian stated that regarding child care parents want it on-site, and suggested involving and motivating businesses regarding this viable entity, citing Johnson & Johnson. Ms. Brian thanked the Commission.

Chair Reiner thanked Ms. Brian.

Ms. Margi Wild, University of California, Riverside -- stated that this is part of her life dream. Ms. Wild coordinates the early childhood and family studies unit at the University of California, Riverside, and stated that Riverside was honored to have been selected as one of 11 sites in the State by the Commission of Teacher Credentialing to participate in a private program to facilitate students receiving their child development permits for center-based care. Ms. Wild thanked and applauded the Commission for its efforts.

Chair Reiner thanked Ms. Wild.

Ms. Ana Cash, interpreter -- recommended the Commission consider a product by Cirrocom International that dials in an interpreter in over 150 languages with just a press of a button. The doctor or social worker is there, and the patient or the client is there, and you can teach her to do all the things in her language. Ms. Cash stated she wanted the Commission to be aware that there are products like this available, and Cirrocom International is affordable, because teaching must be affordable.

XVI. Adjournment

Chair Reiner thanked Ms. Cash, and hoped to see everyone on Monday for the statewide county meeting. Chair Reiner stated the next State Commission meeting is December 16th in Oakland. Chair Reiner moved to adjourn the meeting. Commissioner Lacey seconded.

The meeting was adjourned at 4:30 p.m.